

Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID49941
Project Name	Toycraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Toy manufacturers Retailers/distributors of toys	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Budget constraints for small toy companies Limited technical expertise	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Manual sales analysis via Excel Hiring external consultants	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Inconsistent demand across regions Lack of insight into age-wise toy preferences	9. PROBLEM ROOT / CAUSE RC Siloed data sources (sales, marketing, inventory) Lack of unified reporting system	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Frequently using sales spreadsheets Relying on anecdotal evidence	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Increasing competition in the toy industry Stagnant or declining sales in certain demographics	10. YOUR SOLUTION SL Offers interactive visual insights Breaks down trends by age, region, product category	8. CHANNELS of BEHAVIOR CH ONLINE Company intranet dashboards Email reports	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Confused Frustrated		OFFLINE Team meetings Printouts of charts	



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Nepriakhina / ideahackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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